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Middlesex County Culture Goes Mobile!

Text culture to 56512

Scan



www.middlesexcountynj.gov

2017 Arts Grants

Guidelines & Instructions for the Grant Cycle

January 15, 2017 to December 31, 2017

Middlesex County Board of Chosen Freeholders

New Jersey State Council on the Arts

Middlesex County Office of Culture & Heritage

703 Jersey Avenue, New Brunswick, NJ 08901-3605

Voice 732.745.4489, TTY users only 732.745.3888

Applications are due on or before

Thursday, September 22, 2016 - by 11:59pm

To apply, go to www.middlesexcountynj.gov

Search for Arts Services and Grants



Grant Writing Workshop

Thursday, September 1, 2016 - 5:30pm

East Jersey Old Town Village

1050 River Road, Piscataway

To register for the workshop

Please contact us at 732.745.4489

or culturalandheritage@co.middlesex.nj.us

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Arts Grant Program

The mission of the Middlesex County Office of Culture and Heritage is to develop County wide programs that promote public interest in local and County history, arts, and cultural values and the goals and traditions of the community, the State and the nation. We are pleased to offer grant funding to Middlesex County-based organizations for programming, technical assistance, Artistic Innovation and General Operating Support. All grant-funded events must take place within Middlesex County, for a public audience.

Grant Application Timeline

Grant Writing Workshop	Thursday, September 1, 2016 – 5:30pm
Grant Applications are due	Thursday, September 22, 2016 – by 11:59pm
Signed Signature Page is due	Friday, September 30, 2016
Panel Sessions are convened	October 2016
Grants awarded	December 2016
Grant Contracts are due	January 2017
First Payment will occur	Approximately March 2017

What Arts Grants are Available for 2017?

- Mini Grants (\$750 - \$2,500)
- Technical Assistance Grants
- Program Grants (\$2,501 or more)
 - Artistic Innovation (\$1,000 - \$2,500)
- General Operating Support (GOS) Grants

Who Can Apply?

- Arts Organizations
- Cultural Organizations
- Libraries
- Incorporated festivals or commemorative programs
- Departments of Municipalities
- Divisions of Rutgers University and units of Middlesex County College are eligible, but must provide a cash match of \$2 for every \$1 of program funding requested
- History Organizations (for arts programs only)

Applicants or Grantees must be based in Middlesex County and grant-funded events or services MUST take place in Middlesex County for the general public. **“Based in Middlesex County” means that 90% or more of your activities take place in Middlesex County and serve the public of Middlesex County. The Office reserves the right to determine eligibility based on incorporation, tax exempt status and the locations of past programs. If we have concerns, applicants will be asked to document past activities in our County.**

Funding Priorities

High priorities for all categories of funding are organizations or projects that:

1. demonstrate innovation
2. represent non-traditional collaborations
3. include culturally diverse artists
4. serve culturally diverse populations
5. hire artists who are disabled
6. serve constituents who are disabled
7. address underserved areas of the County
8. include authentic arts of ethnic cultures

No organization or municipal group may pay a member of its Board, Committee or Commission for any services, even when these services are provided as a component of a program.

Uses of Grant Funds: Mini, Program and GOS

Applications will be accepted for:

- Dance/Music/Theater
- Visual Arts
- Literary Arts
- Graphic Arts
- Fine Crafts
- Folk Arts
- Art Education
- Multi-media

Projects may be, but are not limited to:

- Concerts
- Exhibitions
- Festivals
- Lectures/Workshops
- Theatrical Performances
- Dance Performances
- Artistic demonstrations
- Readings (Poetry/Spoken Word)

Grants may pay for:

- Artists’ fees
- Promotional media
- Sheet music
- Technical crews (lighting, sound)
- Costume rental
- Travel directly related to the artist
- Graphic design/Printing/Copying for event (not administrative)
- Supplies for the artist
- Supplies for a workshop/event
- Rentals of sound equipment
- Rentals of films
- Rentals of assistive listening equipment
- Venue Rental
- Translation services
- Sign Language Interpreters
- Consultant fees for audio description
- Wheelchair Ramp
- Closed Captioning
- New software

What is Prohibited?

- Administrative salaries
- Awards of any type
- Scholarships
- Purchase of artwork
- Hospitality costs
- Out-of-state travel
- Port-a-johns
- Capital or construction expenses
- General office needs or mortgage fees
- Items with a life of 3 or more years
- Refreshments
- Reimbursement of deficits
- Re-enactments, even when you hire actors
- Dance or music recitals
- Paying Student Artists (under 18)
- Projects with private studios or commercial entities
- Martial arts or sporting events
- Fundraisers

CAUTION: Ethnic projects must present artists that represent the specified cultural group or their resumés must document expertise in the culturally specific art form.

Mini Grant Guidelines

\$750 - \$2,500

Funding can be used for a Project or Technical Assistance

Mini grants may be used for Projects or Technical Assistance. First-time applicants are strongly encouraged to attend the grant application workshop, conducted by office staff. You may call or meet with staff who will gladly review application drafts. Mini grants are suggested for first-time applicants, whether arts groups, municipal departments or community organizations.

Project Guidelines

A project occurs once and it has a definitive start and completion date. If more than one event is contemplated as a SERIES, the events must clearly be related by theme. For example: an art exhibit accompanied by a series of lectures; three concerts on New Jersey jazz. However, three different plays are NOT a series, as each one stands alone as a project.

Matching Funds/Budget

Applicants must provide a cash match of 50¢ for every grant requested dollar

- Your funds may be from any outside sources (such as ticket sales, other grants, donations, fundraisers or memberships)
- For example, applicants requesting a grant of \$2,000 must spend an additional \$1,000 of their own cash toward the project. Thus, the total cash budget of the project is \$3,000, with \$1,000 of added In-Kind Value.

Hire New Jersey Artists

No application will be considered without the artists' resumé.

***See In-Kind Value Pamphlet**

Technical Assistance Guidelines

\$750 - \$2,500

Technical Assistance funding under the Mini grant application is offered to organizations that want to strengthen their organization. It is used to underwrite the fees of a professional consultant and is especially beneficial for newly developing arts groups, ADA planning, board development, formulation of by-laws, development of a mission statement, creation of an organization plan and development of marketing strategies and materials, particularly for social media.

Technical Assistance is only available to groups constituted exclusively for the purpose of the arts. Incorporation must be in the State of New Jersey, and the applicant must be headquartered in Middlesex County, and 90% of the programming must take place in Middlesex County to properly serve its residents.

Acceptable Uses

- Fees to arts consultants, management, strategic planning
- Costs of board retreats, or fees to evaluate your institutional capabilities
- Fees to a graphic artist to develop marketing brochures, organizational logos, membership brochures
- Public relations or membership campaigns and related costs, such as printing, postage, advertisements
- Computerized ticket sales process
- Costs to conduct an audience survey
- **Social Media development**

Matching Funds

Applicants must provide a cash match of 50¢ for every grant requested dollar

- Your funds may be from any outside sources (such as ticket sales, other grants, donations, fundraisers or memberships)
- For example, applicants requesting a grant of \$2,000 must spend an additional \$1,000 of their own cash toward the project. Thus the total cash budget of the project is \$3,000.

Program Grant Guidelines \$2,501 or more

A program occurs once. It has a definitive start and completion date. If more than one event is contemplated as a SERIES, the events must clearly be related by theme. For example: *an art exhibit accompanied by a series of lectures; or three concerts on New Jersey jazz. However, three different plays are NOT a series, as each one stands alone as a program.* You MUST include why or how the events are related.

Matching Funds/Budget

Applicants must provide a cash match of at least 50¢ for every grant program dollar requested. Your cash match may be from any outside sources, such as ticket sales, other grants, donations, fundraisers or memberships, etc. You will be asked to document your spending at the time of the Final Report.

For example, an applicant requesting a Program grant of \$5,000 must spend an additional \$2,500 of their own cash toward the program. The total cash budget of the program is \$7,500 and \$2,500 of In-Kind goods and services, totaling \$10,000. Checks and/or receipts may be requested.

HIRE NEW JERSEY ARTISTS

The resumé of the artist to be hired with these funds MUST be uploaded with the application.

Requests will not be considered without artists' resumé!

***See In-Kind Value Pamphlet for accurate values**

Artistic Innovation - Optional Grant Component \$1,000 - \$2,500

Artistic Innovation funding is used to promote the creation of new artwork and no cash match is required. This funding is available to inspire, foster creativity and enhance New Jersey's rich cultural landscape. A new creation must be permanent, and capable of being performed or presented.

Allowable expenses under Artistic Innovation?

An applicant may engage an individual artist or artist collective to CREATE a new work that will be premiered as part of your grant program. Artists must be professional, experienced New Jersey-based artists and have a resumé that supports their artistic excellence.

How is Artistic Innovation evaluated?

- If the proposal provides a vehicle to support new creations/work of New Jersey artists
- If the proposal provides an integral relationship to the grant request
- Creativity and uniqueness
- Artistic excellence
- How the proposal creates a climate for the employment of New Jersey professional artists

Groups may receive a Program grant, but may be declined Artistic Innovation money, if the criteria are not met.

Requests will not be considered without resumé of the artists.

Revivals, new arrangements of existing music and documentary images are not considered Artistic Innovation.

General Operating Support (GOS) Guidelines

You must be incorporated exclusively for the ARTS.

GOS is for the experienced, professionally managed organization.

General Operating Support Funding

General Operating Support funding underwrites ALL organization activities during a 12-month period, rather than one program or event. You may allocate the funds toward most activities that support your arts mission. General Operating Support will improve the artistic quality of your projects or services.

Funding requests are equal to no more than 20% of the applicants previous year's budget, no more than 1/5th of the total monies you spent last year.

GOS may be used for:

- salaries, administrative needs, office supplies, office and program space fees
- to strengthen administrative capabilities
- to underwrite continued programming and expand programming

GOS applicants must satisfy the following:

1. incorporated as a NJ not-for-profit organization for more than 2 years
2. obtained 501(C)(3) status and current with all filings
3. hire mostly New Jersey artists
4. proven artistic excellence
5. demonstrate sound administrative and financial capabilities
6. utilize principles of long-range planning
7. have an ADA plan in place

GOS applicants are required to submit an ADA PLAN.

***ADA is the Americans with Disabilities Act,
a Federal Law enacted in 1990.***

General Operating Support (GOS) - Criteria

Audit or accountant's letter requirement

You MUST provide one of the following:

- an audit from your accountant
- copy of last year's Federal tax return to the IRS
- letter from your accountant certifying the expenses of your group for the previous year

Grants may pay for:

- Artists' fees
- Teaching Artists' fees
- Sheet music
- Printing or copying
- In-state travel directly related to programming
- Fees for technical crews (lighting, sound, set design)
- Supplies for artists, workshops or events
- New software if you can make an argument that it is needed for your administration
- Graphic design
- Translation in order to reach a diverse culture or population
- Administrative expenses
- Program staff
- Membership campaigns
- Supplies
- Film rentals
- Costume rentals
- Sound equipment rentals
- Advertising
- Sign language interpreters
- Audio description
- Social media campaigns

What is prohibited:

- Scholarships
- Awards of any type
- Purchase of art work
- Refreshments
- Out-of-state travel
- Hospitality costs
- Reimbursement of deficits
- Capital or construction expenses
- Items and equipment with a life of 3 or more years
- Fundraising campaigns
- Paying Students

Arts Grant Proposal Evaluation Criteria

What will the panel consider?

Applications will be evaluated by a panel of independent arts professionals.

A panelist will rank an application on:

1. prior funding history, if applicable
2. administrative abilities
3. support materials
4. overall budget and how realistic it is to your project or organization
5. artistic merit
6. planning/development
7. relationship of your project or mission to the needs of the community
8. capability to carry out the proposed project or plans
9. need, promise and potential of your project or organization



Legal Compliance with American with Disabilities Act (ADA)

The ADA law was enacted in 1990 and applies to you! ADA is Civil Rights Legislation. If you are not in compliance with the law, you are denying a person with a disability his or her Civil Rights. You are required to remove barriers to participation when it is “readily achievable” to do so and could be done without “undue hardship.”

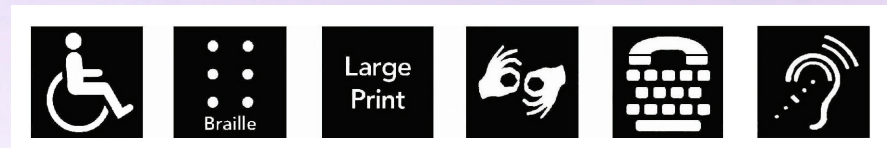
More importantly, persons with disabilities can expand your audience, and bring much to your programming. You should always seek to include persons with disabilities as part of your constituency and among the artists you hire.

ALL applicants must complete ADA Forms or submit an ADA Plan online

Groups receiving negative Panel Comments on ADA are required to attend an ADA workshop offered by the Middlesex County Office of Culture and Heritage or the Cultural Access Network (CAN NJ).

- Middlesex County makes available an Assistive Listening System at no charge
- Grant funding can be used to enhance your program's accessibility, such as closed captioning, sign language interpreters and wheelchair ramps.

NOTE: ADA workshops are available for all grantees to attend.



Middlesex County Arts Grant Timeline & Process

Grant Writing Workshop – Thursday, September 1, 5:30pm

The Middlesex County Office of Culture & Heritage holds a workshop and clinic to help potential applicants through the grant process.

Submit Applications Online – by 11:59pm, Thursday, September 22, 2016

No paper applications are accepted. Applicants are required to enter their FEIN/EIN Employer Identification Number. You will upload supporting documents, such as resumés and publications, into the application.

Signed Signature Page – Mailed in by Friday, September 30, 2016

Grants are Reviewed – October 2016

Grants Awarded – December 2016

Middlesex County Office of Culture & Heritage staff will determine your organization's eligibility for funding based upon successful completion of an application, past performance and incorporation status. A panel of independent professionals, with significant experience in various arts fields, will evaluate your proposal. The panel of arts professionals and the Middlesex County Cultural & Heritage Commission prepare recommendations for review by the Middlesex County Board of Chosen Freeholders, which approves all grants.

Award Letters – January 2017

An award letter will be mailed to you with a copy of the panel's comments and stipulations for funding. A revised budget may need to be submitted if we are not able to fund your entire request.

Contracts – January 2017

A contract for your grant award with processing instructions will be emailed to your organization. Once signed and returned, you will receive a fully executed copy for your files.

Payments

Payment Vouchers will be emailed to your organization. Payment will be issued in two installments. The first payment, 75% of the award, will be issued approximately 30 days after successful completion of the grant contract with a signed Miscellaneous Payment Voucher. The second and final payment, 25% of the award, will be issued following the successful completion of a Final Report with a signed Miscellaneous Payment Voucher.

Evaluating

Grants are monitored with on-site evaluations. Failure to meet the conditions of your contract may result in a portion or all of the final payment being rescinded. A **Project Event Change Form – Notification to the Office** will be available online and must be completed and uploaded. This includes changes in dates, location and artists. Organizations should retain copies of invoices and obtain receipts of goods and services that are not paid by check. The Office reserves the right to demand written documentation of expenses. Retain your records for five years.

Final Report

A Final Report is required for all grant recipients and must be filed 30 days after the completion of the grant-funded project. Final payment will not be issued without a Final Report, and a Final Report is mandatory for organizations planning to apply for the 2017 grant cycle.

Legal Notice

Liability

Middlesex County and the Middlesex County Cultural and Heritage Commission shall not be held liable for work they have funded that is plagiarized or fraudulent, or which contains inaccurate content. Middlesex County and its staff shall not be held liable for the safety, security or comfort of persons participating in funded events. An award of a grant does not constitute the endorsement of the final product by Middlesex County and the Middlesex County Cultural & Heritage Commission. Grantees and their boards shall be held liable for any and all of the aforementioned and must carry proper insurance that names the County of Middlesex as "additional insured."

Support Materials

The following materials can be uploaded with your application:

1. Resumés or biographies of consultants or artists to be hired
2. Brochures, flyers and press clippings
3. ADA Plan - For GOS applicants only
4. **Audio and Video files**
5. If new applicants, Articles of Incorporation and IRS 501 (c) (3) status letter

CREDITS – Acknowledge our Funders

In **ALL media announcements and printed materials** such as websites, newsletters, brochures, posters, invitations, books, press releases, flyers, podcasts, social media, radio, video, TV – you **MUST CREDIT the Middlesex County Board of Chosen Freeholders, Culture and Heritage Office, and the New Jersey State Council on the Arts**. Local and state officials have supported your efforts – recognize their assistance with proper credits, as seen below and in **NO smaller than 10-point type!**

This program is made possible in part by funds from the Middlesex County Board of Chosen Freeholders and Office of Culture and Heritage through a grant from the New Jersey State Council on the Arts.



Digital Logos available at:
www.middlesexcountynj.gov
www.jerseyarts.com
www.artscouncil.nj.gov

Frequently Asked Questions

1. Can I apply in more than one grant category?

Organizations may apply for **one** category of funding in any grant cycle, so choose carefully which type of funding you will request. From year to year, you may change the category in which you seek a grant. You may obtain both a History and an Arts grant in the same year, but for different projects.

2. Can I use my board member as a consultant?

No organization or municipal group may pay a member of its Board, Committee or Commission for any services, even when these services are provided as a component of a program. No exceptions will be made, as this is a Conflict of Interest.

3. I'm a new applicant, what are my chances of receiving funding?

New applicants and previous grantees have an **equal** chance of funding. The intent of the grant is to assist emerging arts organizations and to encourage artistic excellence on a local level. Therefore, all applicants submitting outstanding proposals or presenting innovative programming ideas will receive equal consideration. Attending grant writing workshops is strongly recommended.

4. Can my group apply for both County and State Funding?

Organizations may NOT receive grants from both the Middlesex County Office of Culture and Heritage and the NJ State Council on the Arts in the same funding cycle. Middlesex County will not accept applications from groups also applying to another County Cultural and Heritage Commission or County Arts Council.

5. Can I use my grant to pay students or give monetary awards?

Our funds cannot be used to pay students, even when the young people present a theater or music program. We will not pay students under the age of 18 to perform in a play, dance or music recital, although you can pay teaching artists to work with young people, but **ONLY** when the project is clearly a series of educational experiences.

6. When does the Office deny funding?

Many factors go into the funding decisions. The evaluation by the peer review panel is usually the most direct explanation. An evaluation that is not particularly strong indicates that all members of the panel agreed to a variety of weaknesses in the organization, program or project as evident from their review of the application. In the event the panel misread an application, applicants may appeal the decision by indicating those comments they believe are in error and cite parts of the original application submission where the misinterpretation occurred (no new information can be introduced in this process).

Other Services Available

Technical Assistance Workshops

Open to all - seminars with recognized experts, in all aspects of arts and cultural management, administration and fundraising for staff, boards and other volunteers. Most sessions are offered free of charge, but all require advance registration.

Staff Assistance

The Office has full-time staff available to assist organizations with problems, grant proposals, networking and other concerns that may arise during the year. Organizations need not be grant recipients to receive assistance.

Lending Library

A comprehensive lending library is available, consisting of over 2,000 publications, in all categories pertinent to arts, arts education, grant writing, preservation, local history and management of a historic group. Borrowing a book will soon be an online process.

For Persons with Disabilities


For all office workshops, events and meetings, assistive listening services are available. Additionally, the services of a sign language interpreter for the hearing impaired are available with a two-week advance request. Guidelines and brochures are available in large print and Braille. The Office will gladly assist in the preparation of grant applications for persons with disabilities.

Resources

You may access our website, www.middlesexcountynj.gov for helpful and interesting publications and resources:

- *Get the Word Out* Marketing Guide
- Grant Writing Guide
- Cultural Directory
- *Year of the Dragon*
- *Like the Seeds of a Pomegranate*
- A variety of Podcasts
- History Grants also available

How to Submit an Online Arts Grant

1. To apply, visit www.middlesexcountynj.gov. Search for  Add this link to your favorites for easy access.
2. **Returning applicants:** Please maintain the same account and just login.
3. **New applicants:** Click sign-up to register and create a password. Check your email and confirm registration. Begin a new application.

Important Online Settings/Information

Browser Settings

- Chrome, Safari and Firefox are recommended. The application is also compatible with Internet Explorer 8 or higher.
- Set your browser to “accept cookies” as this feature must be activated to complete all forms. You can always return to your preferred settings once the grant is submitted.

Password Access

- If you wish for more than one person to work on the grant (for instance, the treasurer of your group completes the Budget section), then you must use the same password.

Application Process

- For narrative questions, you may copy text from a Microsoft Word document and PASTE the text into the narrative boxes. This feature is for TEXT only.
- Saving your work is done automatically for you when you navigate from one page to the next.
- Be sure to click ‘Save and Exit’ to save your work and go back to the documents at another time.
- All supporting documents will be uploaded as PDF documents.
UPLOAD UNLIMITED AUDIO OR VIDEO FILES.
- You will receive an email acknowledging the receipt of your application.
- Print a copy of the receipt for your files as a record of your application.

Application Signature Page: Print and Mail

- Print **one copy of the signature page**, obtain the appropriate signature and mail this to the Office of Culture and Heritage. It **must be postmarked no later than Friday, September 30, 2016**. This is the only item to be submitted in hard copy.